Design and layout

This course is for people given the responsibility to produce professional looking layouts using Adobe InDesign or other layout tool, including InDesign, Illustrator etc. Its structure gives trainees confidence to produce a range of printed material, brochures, reports, proposals and other business literature, with a set of hard and fast rules and design theory.

The course runs from 9.30 am to approximately 4.30 pm.

Duration 1 days

A look at good and bad design
Design freedom
The approval system
Walk away from your computer
Scamps and roughs
Creating a template collection
Questions to ask before you design anything

The design process
The elements of design
Developing the brief
Research and sourcing images and graphics

The layout process
Basic concepts
Negative space, balance, unity, and consistency
3rd's, margins
The use of layout tools, grids and guides
Layout personality and style
Breaking grids
Symmetry and asymmetry
Space and balance

Typography
The message given by type
Text greys and tones
The anatomy of type
How type is measured
Typesetting practice

Headings and emphasis
Types of typefaces: Serif and Sans serif, slab...
Current and past trends
A checklist before going to print
Guiding the reader
Visual layouts

Working with colour
Different colour models
The mood of colour
Colour harmonies
Choosing colours for the project
Spot/Pantone colours

Photography and illustration
Fashion/Trends
Creative overprinting
Crops and focus
Bleeds and backgrounds

"A highly professional company run by knowledgeable, friendly people"